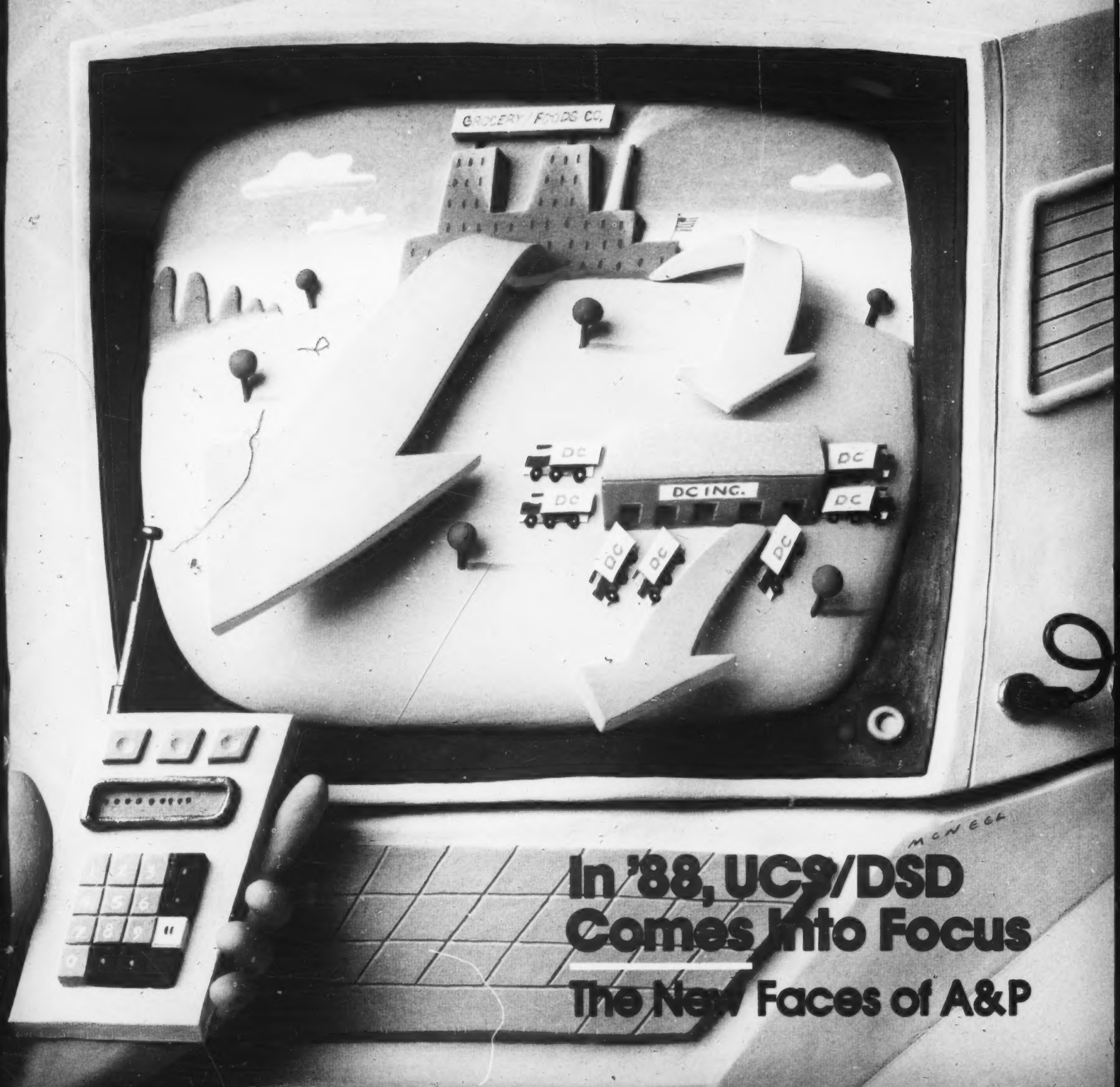
C8450-5B
AS ISSUED
...ODS BUSINESS
...ORE BUSINESS: BAKERY

SUPERMARKET BUSINESS

$6.00
PER COPY

PART ONE
OF TWO PARTS

VOLUME 43/ NUMBER 1
JANUARY 1988


GROCERY FOODS CO.
DC
DC ING.
DC
DC
DC

EDITOR-IN-CHIEF:
Kenneth P. Partch

EXECUTIVE EDITOR:
Bob Hughes

MANAGING EDITOR:
Tony McGinty

SENIOR EDITORS:
Kevin Coupe
Daniel Elman

ASSOCIATE EDITOR:
Leslie Gilbert

ASSISTANT EDITOR:
Karen L. Jones

CONSULTING ART DIRECTOR:
Ellen Blissman

ART ASSOCIATES:
Andrea L. Gallo
Alison Bushnell

CONTRIBUTING EDITORS:
Marketing: **Len Daykin**
Produce: **Barney H. McClure**
Meat: **Kenneth Johnson**
Technology: **Richard Shulman**
Store Planning: **David Rogers**
Washington: **John Baskin**

ASSOCIATE PUBLISHER:
Carol Fenshalt

CIRCULATION DIRECTOR:
Sarah B. Wolf

PRODUCTION DIRECTOR:
Dennis Davidson

FULFILLMENT MANAGER:
Barbara K. Kummer

RESEARCH DIRECTOR:
David Litwak

ADVERTISING SALES:

EAST
SOUTHEAST REGIONAL SALES MANAGER:
Peter Beyrent

NORTHEAST REGIONAL SALES MANAGER:
Thomas Dean

NATIONAL SALES MANAGER FOR NONFOODS BUSINESS:
Maggie McAleer

SALES DEVELOPMENT MANAGER:
Janet Isenberg

Fieldmark Media
25 W. 43rd Street, Suite 707
New York, N.Y. 10036

CHICAGO:
VICE PRESIDENT, NATIONAL ACCOUNTS:
Dave Wishard

REGIONAL SALES MANAGERS:
Phil Saran
John Sonderegger

Fieldmark Media
7366 N. Lincoln
Lincolnwood, Ill. 60646
312-673-6737

WEST COAST:
Sue Marriff

Fieldmark Media
16133 Ventura Blvd., Suite 1200
Encino, Calif. 91436
818-783-5888

FIELDMARK MEDIA
25 W. 43rd Street, Suite 707
New York, N.Y. 10036
212-354-5169

PRESIDENT AND PUBLISHER:
Jeffrey A. Schaeffer

VICE PRESIDENT, FINANCE:
Eric Braunstein

VICE PRESIDENT, ADMINISTRATION:
Catherine Cahill

VICE PRESIDENT:
Carol Fenshalt

CORPORATE OFFICERS
SOSLAND PUBLISHING COMPANY
CHAIRMAN:
Morton I. Sosland

VICE CHAIRMAN:
Neil N. Sosland

PRESIDENT & CEO:
Jeffrey A. Schaeffer

VICE PRESIDENT-EDITORIAL DIRECTOR:
Kenneth P. Partch

VICE PRESIDENTS:
Mark Sabo,
Mel Sjerven

TREASURER:
Melanie Townsend

COVER ART:
Richard McNeel

SUPERMARKET BUSINESS Magazine (ISSN 0196-5700) is published monthly by Sosland Publishing Co., 25 W. 43rd St., New York, N.Y. 10036. Telephone: 212-354-5169. Circulated free of charge to grocery retailers and wholesalers. U.S. subscriptions $48 per year; Canada, $56 per year. Foreign subscriptions $66 (seamail), $212 (airmail), per year. Single copies $6 except Consumer Expenditures Study (September issue) $32 per copy. (Discount prices available on multiple purchases.)
Copyright © 1988 Sosland Publishing Co. All rights reserved.
Second class postage paid at New York, N.Y., and additional mailing offices.

All circulation inquiries to: Circulation Dept., Sosland Publishing Company, 9000 W. 67th St., PO Box 29155, Shawnee Mission, KS 66201. Telephone (913) 236-7300.

BPA ABP Association Of Business Publishers, Inc.

SUPERMARKET BUSINESS

VOLUME 43
NUMBER 1

PART ONE
OF TWO PARTS

JANUARY 1988

IN '88 UCS/DSD COMES INTO FOCUS/BOB HUGHES & KEN PARTCH **21**

Over the next decade, UCS-enhanced DSD transactions are expected to produce hundreds of millions of dollars in savings for retailers and suppliers.

IN NEW YORK'S CAPITAL DISTRICT, HANNAFORD LAUNCHES A FRONTAL ASSAULT/KEVIN COUPE & BOB HUGHES **25**

Hannaford Bros. has just opened its first New York Super Shop 'n Save outside Albany. But from the looks of things, upstate New York consumers—and Hannaford competitors—ain't seen nothing yet.

THE NEW FACES OF A&P/KEVIN COUPE & BOB HUGHES **31**

A&P has found different things to love about New Cannan, Conn. and Pottstown, Pa., two hugely different communities now being served by new A&P supermarkets.

TOPS READIES FOR BATTLE IN ITHACA/LESLIE GILBERT & DANIEL ELMAN **37**

Will doubling store size and expanding services be enough to fend off a super-sized Wegmans attack?

PRODUCE MOVES INTO A STARRING ROLE/TONY MCGINTY **41**

Introducing an element of the theatrical into produce department design and operations can have a dramatic effect on sales.

INSTORE BUSINESS* OPPOSITE PAGE **38**

HOW SCANNING HELPS TO FINE-TUNE THE BAKERY **3A**
BOB HUGHES

Scanning is taking on a much more visible role in instore bakeries in everything from direct-store deliveries to sales.

HANNAFORD BANKS ON ITS BAKERY TO LURE SHOPPERS THROUGH THE STORE/BOB HUGHES & KEVIN COUPE **11A**

A new Super Shop 'n Save greets shoppers with a large bakery that defines the store's commitment to service.

NEW PRODUCTS **15A**

*in selected editions only

NONFOODS BUSINESS **47**

TRADESCAN **49**

HOW RETAILERS POSITION FOR GROWTH IN HOUSEWARES **51**
DANIEL ELMAN & DAVID LITWAK

A survey of housewares sales, merchandising and promotion reveals shifts in retailing patterns that offer opportunities for supermarkets to bring in profitable merchandise.

HOW THE MILLION-DOLLAR HBA BABIES FARED IN THE 1980s/ALAN B. MILLER, JR. **67**

Leadership in many health and beauty aids categories has shifted during the current decade.

SELECTIVE DEPTH GIVES HANNAFORD'S NEW NONFOODS DEPARTMENT AN EDGE/KEVIN COUPE & BOB HUGHES **70**

In upstate New York, Hannaford's new Super Shop 'n Save is challenging Price Chopper for GM/HBA dominance.

SAMI UPDATE ..... **73** **NEW PRODUCTS** **76**
EXECUTIVE MOVES **75**

CHECKOUT: A BABY GIVES TOM SELLECK A MAGNUM OF HEADACHES/KEVIN COUPE **90**

After Tom Selleck and his roommates find an infant at their door in the new comedy "Three Men and a Baby," Selleck's first stop for supplies is the local—or not-so-local warehouse store.

OTHER FEATURES AND DEPARTMENTS:

EDITOR'S VIEW **5**
TRADESCAN **9**
WASHINGTON BRIEF **12**
TECHNOLOGY **17**
PRODUCE **77**
ON MARKETING **82**
BOOK REVIEW **84**
EXECUTIVE MOVES **86**
THE NOVEMBER CONTEST:
LIST OF CORRECT ENTRIES **87**
THE JANUARY CONTEST **89**
AD INDEX **89**

Nonfoods merchandisers say they are giving more space and more attention to housewares. Whether it's by creating a boutique-like setting, left, or by bringing in clean, uniform packaging, below, supermarkets are attempting to make housewares more visibile. It makes sense, since the category, with a gross margin near 40 percent, is a profitable one.

HOW RETAILERS POSITION FOR GROWTH IN HOUSEWARES

Shifts in retailing patterns offer opportunities to bring in profitable merchandise. Supermarkets are just starting to capitalize on this.

BY DANIEL ELMAN & DAVID LITWAK

Supermarkets are building their housewares business, according to the operators of about 2,000 stores, who answered a NONFOODS BUSINESS survey of housewares growth. There's probably never been a better time to do so.

With gross margins in the 38-percent range, the merchandise category is relatively profitable. But just as important, the housewares business in recent years has changed dramatically, opening up opportunities for many retail segments, including supermarkets.

Department stores, once an important factor in the housewares business, have abandoned what for them are low-margin basic housewares classifications, all but conceding that business to mass merchants such as K mart, Wal-Mart and others. Consequently, as those retailers' buying power has mushroomed, housewares products have become extremely price sensitive, as mass merchants continually out-price each other.

According to the most recent marketing study by the National Housewares Manufacturers Association, mass merchants' share of the total housewares market rose from 20 percent in 1976 to 35 percent in 1986. Supermarkets' share, on the other hand, rose only slightly, from five percent to seven percent.

Retailers' buying power

All this suggests that supermarkets still have a great opportunity. Warehouse clubs seized it a few years ago, and they are already a significant factor in housewares. The further they encroach onto supermarkets' trading areas, the smaller those opportunities will be.

Supermarkets appear well-positioned to grab some of the business. Many of the merchandisers responding to the NONFOODS BUSINESS survey are devoting more space to general merchandise, and they are giving an average of 115 square feet to housewares. Super warehouse stores are giving the cate-

gory an average of 188 square feet; super stores are devoting an average of 170 square feet to housewares. Sixty-four percent of the survey respondents said they planned on increasing the amount of space given to housewares in the near future.

Just beginning to grow

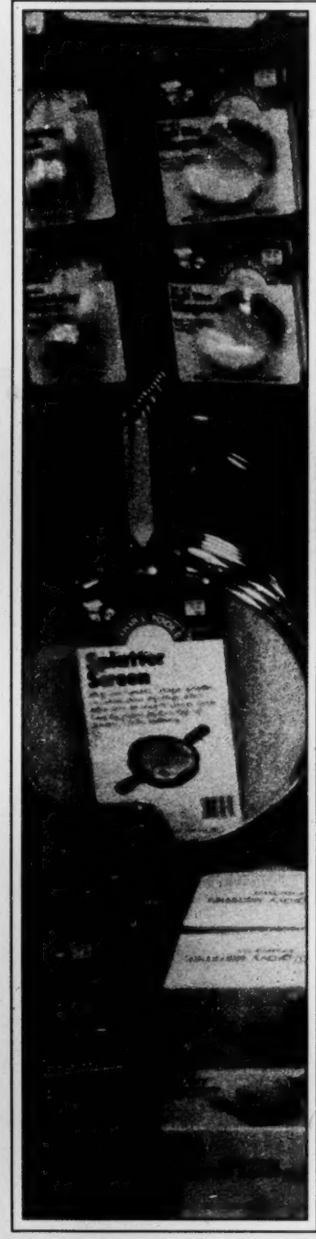
Supermarkets provide a natural venue for housewares which, because many of the products are associated with food preparation, are a good fit with groceries. Still, supermarkets' share of the housewares market is just beginning to grow. Now seems the time to give the category more attention.

Many respondents to the survey are doing just that. Even though supermarkets' share of the total housewares market did not rise as much as other retail segments' over the past 10 years, housewares sales in supermarkets rose nearly 17 percent, to nearly $4 billion, between 1984 and 1986, according to SUPERMARKET BUSINESS's 40th annual Consumer Expenditures Study. Respondents to the NONFOODS BUSINESS housewares survey said their housewares sales totaled $15,300 a week.

Besides increasing the space for the category, some stores are attempting to use existing space more effectively. A&P (Montvale, N.J.), for example, makes more use of endcaps and otherwise-unused space over store shelving. "We're going into a program of what we call Maximum Space Utilization in order to get additional exposure of general merchandise in existing facilities," says James Staab, vice president of procurement for Super Market Service, A&P's wholly owned service-merchandising subsidiary. While the chain has not altered its

MERCHANDISING

While sales in the housewares section include many types of items, retailers report that the largest share of their housewares dollars still come from traditional household items—lightbulbs, stick goods and batteries.



PORTIONING OUT THE HOUSEWARES SALES DOLLAR

Product	Share of Supermarket Housewares Sales
Light Bulbs	9.9%
Mops, Brooms & Brushes	7.1
Batteries & Flashlights	6.7
Kitchen Utensils & Gadgets	6.5
Traditional Cookware	6.4
Plastic & Rubberware	5.5
Microwave Cookware	4.6
Tableware	4.0
Pots & Pans	3.9
Beverageware	3.8
Kitchen Domestics	3.4
Food Preparation Glassware	3.0
Kitchen Electrics	2.9
Personal Care Electrics	2.8
Ornamental Glassware/Tabletop	2.7
Bathroom & Tub Accessories	2.6
Hardware	2.3
Vacuum Bottles & Picnic Jugs	2.2
Fireplace Logs	2.1
Cutlery/Flatware	1.7
Closet & Cabinet Accessories	1.2
Other Housewares	14.7
Total	100%

HOUSEWARES ITEMS/LINES MOST FREQUENTLY ADDED IN LAST 12 MONTHS

Microwave Cookware
Gadgets
Dinnerware/Tableware
Upscale Kitchen Electrics

HOUSEWARES ITEMS/LINES MOST FREQUENTLY DROPPED IN LAST 12 MONTHS

Beverageware (especially open stock)
Duplicate Brands of Gadgets

HOW HOUSEWARES PRODUCTS ARE OBTAINED
Percent of Supermarkets Reporting Each Source

Direct from retailer's own warehouse	39%
Service merchandiser	23
Combination of service merchandiser and direct	30
Combination of service merchandiser and grocery wholesaler	8
Grocery wholesaler only	0
Total	100%

HOW HOUSEWARES ARE MERCHANDISED
Percent of Supermarkets Reporting Each Method

Separated in one department	61%
Cross-merchandised	7
Combination of separated and cross-merchandised	93
Total	100%

housewares mix significantly, it is making faster-moving merchandise more visible.

A clean look

Other stores are giving humdrum products a more sophisticated presentation, if not more space. Grand Union (Wayne, N.J.) and Stop & Shop (North Quincy, Mass.) are two chains that have adopted H & P Mayer's system of universal packaging for the company's "Cook's Tools" gadget line. The packaging, originally designed for department stores, gives a clean look to products that supermarkets have often merchandised haphazardly.

Sometimes simply offering more selection translates into more sales. At Bi-Lo (Mauldin, S.C.), increased attention to housewares resulted in a 15 percent sales increase over the past 12 months. Housewares, which contribute three percent to store sales, contribute seven percent of profits. "If we get into an area, we try and do a pretty good job on it," says Fil Acker, Bi-Lo's nonfoods merchandise manager. "You can't become a gourmet store, but rather than just throwing a few things out there, we're trying to do a good job with a good selection."

Many of the merchandisers responding to the NONFOODS BUSINESS survey are devoting more space to general merchandise, and they are giving an average of 115 square feet to housewares.

Many merchandisers noted they were giving more space to microwave cookware, for example, and less to beverageware, which is fragile and occupies a lot of space.

Respondents to the survey also noted that supermarket shoppers now expect to find housewares in their stores more than they did in the past. Of those respondents who noted a change in shoppers' housewares buying habits over the past 12 months, all said shoppers seem more willing to purchase these items in supermarkets. As one nonfoods merchandiser put it, "They [shoppers] are starting to come in and look for the item, as opposed to buying it strictly on impulse."

Expanded selections

Traditional supermarket lines such as mops, brooms, brushes and kitchen gadgets still comprise the largest segments of respondents' housewares business. But most nonfoods merchandisers who answered the survey indicate that they have expanded their selections of microwave cookware, a product category that over the past decade has benefited from the growth of two-career households and the concomitant decrease in the amount of time available for food preparation.

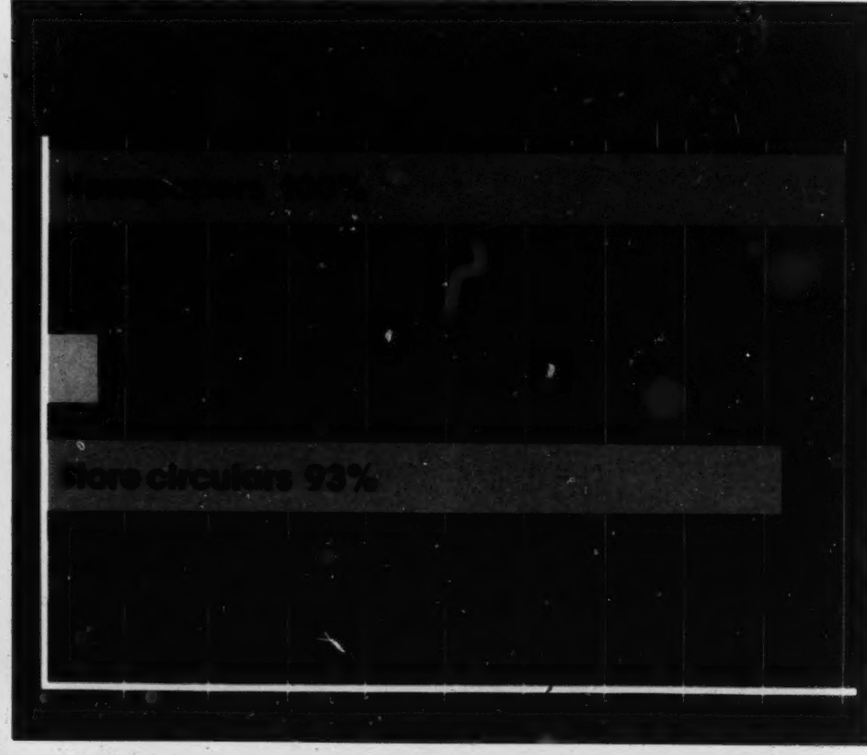
Nonfoods merchandisers also indicate they are attempting to trade their shoppers up to higher-ticket housewares, particularly more pricey gadgets and microwavable plastic storage items. Says Acker, "There's a tendency for people these days to look for more value. They might have bought a pizza cutter for $1.49 a couple of years ago that would tear up in six months. Now they want to buy something they can hang on to."

First National Supermarkets (Windsor Locks, Conn.) devotes between 72 and 120 linear feet to housewares in its super stores, having increased its offerings of Corelle and Visions bakeware, as well as small appliances, which the store usually offers on a "Your Choice" special for $9.99. Typical of many supermarkets, First National has added a lot of microwave cookware, primarily at the expense of glassware.

Emphasizing higher-ticket housewares, such as small appliances, quality kitchen

PROMOTION

As consumers become more and more accustomed to shopping for housewares in supermarkets, retailers are increasing their promotions of housewares. In 1988, over 90 percent of those supermarket promotions will be done through traditional newspaper and store circular advertisements.



HOUSEWARES' SHARE OF AD SPACE COMPARED TO SHARE OF SALES
(Percentage of Supermarkets Reporting)

Equal share	57%
Smaller share for housewares	43
Greater share for housewares	0
Total	100%

WILL HOUSEWARES PROMOTIONS BE INCREASED IN 1988?

Yes	79%
No	21
Total	100%

ARE CUSTOMERS NOW MORE WILLING TO PURCHASE HOUSEWARES IN SUPERMARKETS?

Yes	62%
No	38
Total	100%

HOUSEWARES SALES

With sales of housewares increasing and margins approaching 40 percent, many operators plan to increase the size and scope of their housewares departments.

Percent of Supermarkets Surveyed That Carry Housewares: 95%

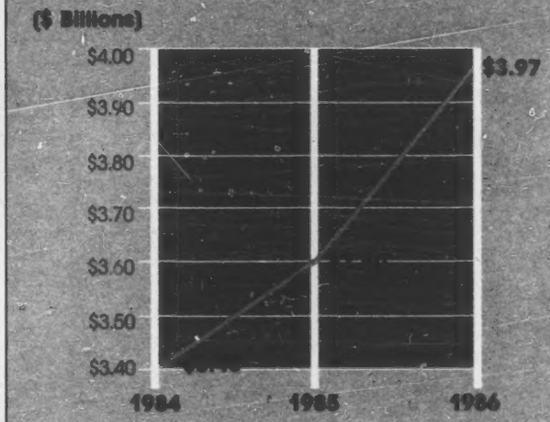
Average Weekly Sales for Housewares Department: $15,300

Supermarket Companies Planning to Increase Size of Housewares Department in Near Future: 64%

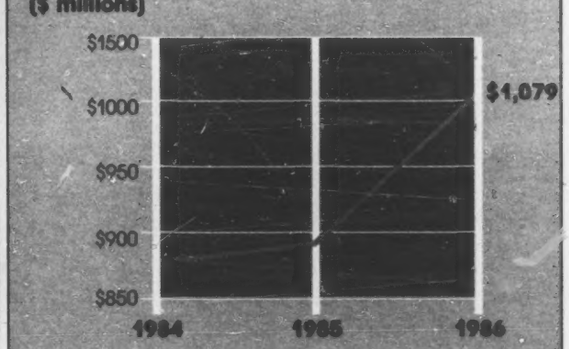
SIZE OF HOUSEWARES DEPARTMENT BY STORE FORMAT

Average (all stores)	115 square feet
Superstores	170
Super warehouse stores	153
Conventional stores	70

ANNUAL SALES IN SUPERMARKETS
(Kitchen Non-electric Categories)



ANNUAL SALES IN SUPERMARKETS
(All Housewares Categories)



HOUSEWARES' CONTRIBUTION TO STORE PROFITS

Mean 6.6% Median 6.0%

Percent of Store Profits	Percent of Stores Reporting
Less than 4% of profits	27%
4.0 - 6.0%	18
6.1 - 7.5	45
over 7.5%	10
Total	100%

HOUSEWARES' SHARE OF TOTAL STORE SALES

Mean 3.4% Median 3.0%

Percent of Total Store Sales	Percent of Stores Reporting
less than 2.5% of store sales	17%
2.5 - 2.9%	17
3.0 - 4.0%	42
4.0 - 5.0%	8
over 5.0%	16
Total	100%

CHANGES IN DOLLAR SALES
(Percent of Supermarkets Reporting Changes in Past 12 Months)

Higher dollar sales of housewares	100%
No change	0
Lower	0
Total	100%

Average reported sales increase
Mean **4.5%** Median **3.0%**

AVERAGE GROSS MARGIN FOR HOUSEWARES DEPARTMENT

Mean 38.6% Median 37.0%

Percent of Gross Margin	Percent of Stores Reporting
Less than 35%	36%
35 - 37%	14
38 - 40%	21
Over 40%	29
Total	100%

Supermarkets' share of the housewares market is just beginning to grow. Now seems like the time to give the category more attention.

There's no consensus on the best way to display housewares. Warehouse-type shelving, top, can provide as strong a presentation as slicker displays. The key is to keep the presentation clean and uncluttered.

gadgets and freezer-to-microwave storage items, requires some promotional activity. Selling a $10 microwave cookware set or a $20 coffeemaker is not the same as selling a 79-cent can opener, which is likely to be an impulse item picked off a j-hook in the beverage aisle.

If supermarkets are to compete with mass merchants for consumer housewares dollars, they must advertise higher-ticket items the same way a discounter would—in print; instore signage alone won't suffice if shoppers aren't already prepared to buy an item with that high a price. "Visions or a seven-piece cookware set—those I put in print," says Martin Lev, vice president of general merchandise at First National Supermarkets. "Housewares are in every one of our ads on a regular basis."

Newspaper ads

That comment is in keeping with the way supermarkets promote housewares, according to the survey. Every respondent advertises housewares in newspaper ads, and 93 percent said they advertise housewares in their instore circulars. Some 79 percent said they plan on increasing housewares promotional activity in the near future.

"The way we advertise is with heavy rebates," says Ralph Chiodo, director of general mer-

Continued on page 75

SAMI UPDATE

HEALTH & BEAUTY AIDS: SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO

PRODUCT GROUP AND CATEGORY	% CHANGE VS. YEAR AGO 4 WEEKS ENDING 9/11/87	4 WEEKS ENDING 10/9/87	4 WEEKS ENDING 11/6/87
Baby Powders	– 9.7	–16.4	+ 7.0
Baby Oils, Creams & Lotions	+13.8	+13.2	+22.1
Infant Clothes	–32.0	–25.3	–24.5
Nursing Supplies	– 1.4	+ 2.5	+ 2.1
Sprays	– 2.5	– 1.2	– 6.2
Roll-Ons	– 6.7	– 0.2	+ 3.1
Stick Deodorants & Pads	+ 9.5	+14.5	+10.2
Creams	–13.6	–12.6	–11.0
Deodorants & Talcum Powders	+22.1	+15.5	+15.1
Feminine Hygiene Deodorants	+ 2.4	+ 3.3	+ 0.6
Foot Deodorants & Athlete's Foot Remedies	+ 3.4	– 1.5	+10.3
Feminine Douches	+ 6.9	+11.6	+ 9.5
Antiseptics	+ 7.5	+11.8	+ 5.4
First Aid Products	+ 0.2	– 0.4	+ 6.8
Shampoos	– 2.3	– 2.9	– 6.3
Hair Sprays	+12.2	+14.4	+20.0
Hair Conditioning Rinses	– 0.1	+ 0.5	– 0.6
Hair Setting Needs	+13.7	+ 9.0	+ 3.9
Home Permanent Kits	–19.5	– 7.7	– 9.7
Hair Coloring	– 2.5	– 4.8	– 4.4
Hair Dressing Needs	– 5.6	– 2.2	– 4.1
Toothpastes & Powders	+ 1.1	+ 0.1	– 3.3
Mouthwashes	+15.4	+10.5	+18.9
Breath Fresheners	– 3.1	– 1.7	– 2.2
Denture Cleaners	– 8.1	– 4.7	– 2.5
Denture Adhesives	– 3.8	+ 9.7	– 1.1
Toothbrushes	– 7.6	–11.0	– 3.1
Dental Aids	—	—	+27.1
Antacids	+ 2.9	+ 7.0	+ 2.3
Internal Analgesics	+ 1.9	+ 0.3	– 8.2
External Analgesics	– 0.4	+ 7.0	– 3.3
Cold Remedies	– 9.9	+ 6.7	+12.4
Nasal Sprays—Drops—Inhalers	– 3.7	+ 3.7	+ 9.3
Chest Rubs	–13.7	– 4.6	+ 1.8
Cough Remedies	– 6.4	+ 4.5	+ 4.3
Laxatives	– 0.6	+ 6.4	+ 2.0
Sleeping Aids	+ 4.9	+ 7.2	+16.2
Tranquilizers	– 5.6	– 0.4	+10.1
Synthetic Vitamins	+ 4.0	– 2.3	+ 3.5
Eye Care Products	+16.3	+19.0	+13.9
Appetite Suppressants	–18.7	– 1.6	+12.2
Shaving Creams	+ 2.1	+ 5.7	+ 4.7
Pre-Shave Lotions	– 5.0	+ 0.6	– 0.8
After-Shave Lotions	– 1.0	+ 1.2	– 3.0
Razor Blades	– 7.8	– 4.2	– 1.6
Razors & Blades	–24.5	–25.8	–11.4
Hand & Body Creams & Lotions	+14.3	+32.9	+22.7
Facial Preparations	–10.2	+ 1.0	– 4.7
Lip Care Products	+21.4	+38.5	+16.9
Suntan Lotions & Oils	+21.9	+10.1	+ 2.7
Cosmetic & Medicated Skin Aids	+11.8	+10.5	+ 6.2

HBA Products Fare Well Despite Stock Market Slide

Unit and dollar sales increases for HBA topped performance of all other product groups except refrigerated foods in latest period.

BY ALAN B. MILLER, JR.

Few students of historical trends in health and beauty aids (HBA) sales would have expected a downturn in the wake of the stock market crash on Oct. 19. HBA products remain in demand in the best and the worst of economic times. So it is not surprising that in the most recent 28-day SAMI reporting period, which ended Nov. 6 and includes the day the market plummeted over 500 points, there was no precipitous downturn in HBA sales. In fact, during this period the gain rates in all 52 HBA categories combined amount to 6.1 percent on dollar basis and 2.6 percent in tonnage.

HBA sales were so good that the category outperformed every other category tracked by SAMI except frozen foods. In dollars, the gain rate for HBA products exceeded the 5.3 percent increase for frozen foods. On a tonnage measurement basis, however, the 2.9 percent increase in refrigerated foods poundage was slightly higher than the 2.6 percent gain for HBA in units. Dry grocery nonfood items showed an increase of only 0.3 percent in units and 1.0 percent in dollars, while shelf-stable foods gained 1.2 percent in dollars and 0.5 percent in tonnage. The dollar gain for all five product departments combined came to 2.0 percent while the total, in units, reflected a four-week increase of 0.7 percent.

Strength across the board

The continuing strength in HBA sales was nearly unanimous at the product group level of measurement. The only negative was a fall of less than one-tenth of a percent in the shaving needs product group. There were three product groups with a four-week tonnage gain rate in excess of 5.0 percent: skin care aids (+12.9 percent), baby needs (+7.6 percent) and first aid products (+6.5 percent). The most modest gains were found among hair care needs (+1.1 percent) and oral hygiene (+1.3 percent). Four-week unit sales of deodorants advanced 4.6 percent, while the total for all categories of proprietary remedies combined was 1.6 percent higher than the level during the same period one year ago.

On a category measurement basis, the score was 31 increases, and 21 declines. The big gainers, with growth rates of 20 percent or more, were dental aids (+27.1 percent), baby oils, cream and lotions (+22.1 percent), hand & body creams/lotions (+22.7 percent) and hair sprays (+20.0 percent). There was a decline of 24.5 percent in the infant clothes category, but this is a relatively small category and the loss in units does not translate into a dramatic decline in dollars.

Whereas three of the four categories of baby needs show negative trends on a 52-week basis, the most recent four-week reporting period indicates three categories with gain rates and only one—the infant clothes category—continuing its downward plunge. The gain of 22.1 percent for baby oils, creams and lotions can be attributed, in part, to the new Baby Magic Rich N' Creamy introduction as well as strength for the established Baby Magic line. Private labels in this category are also enjoying positive trends compared to the same period a year ago. The 7.0 percent four-week gain among baby powders is in contrast to the loss rates of 3.7 percent for the year and the loss of 7.4 percent for the 12-week span ending Nov. 6. Volume for nursing supplies rose 2.1 percent in units, or slightly less than the gain rate in the preceding period.

Deodorants selling well

Out of eight categories of personal deodorants tracked by

SAMI UPDATE

SAMI, there were only two with losses for the four weeks: cream deodorants fell 11.0 percent and spray deodorants moved down 6.2 percent. The best gain rate in this product group was the 15.1 percent advance for deodorant and talcum powders and the double-digit increase for foot deodorants/pads (+10.3 percent). Rounding out the list of gainers in this product group were feminine douches/washes (+9.5 percent), roll-on deodorants (+3.1 percent) and feminine hygiene deodorants (+0.6 percent).

Sales were strong in both first aid categories. The 6.8 percent gain in four-week units among first aid products was nearly enough to erase the 52-week decline, which now stands at -0.1 percent. The gain rate of 5.4 percent in the first aid antiseptics category is less the gain in the preceding period (+11.8 percent) and is lower than the annual trend (+8.3 percent).

The trouble with mousse

The growth category that enabled hair care needs to register a four-week increase in unit sales was hair spray, where a gain of 20.0 percent exceeds both the 52-week average (+14.4 percent) and the 12-week trend (+15.5 percent). The only other hair care category with improved volume versus a year ago was hair setting needs. There, products other than hair styling mousse are recording gains that outpace the losses that are starting to appear in the mousse universe.

The most significant loss in the hair care needs product group is a 6.3 percent loss rate for shampoos, where important new product activity has faltered. The four week loss in shampoo volume amounts to a sales falloff of more than 1.3 million packages. The loss of 0.6 percent for hair conditioning rinses is less worrisome and this modest loss rate is consistent with the trend for both the year and most recent 12-week period—in both cases less than 1.0 percent. There were losses for all three spans of time in the case of home permanent kits, hair coloring and hair dressing needs, but for the product group there was a gain of 1.1 percent.

Oral hygiene is another product group in which the favorable trend has been dictated by strength among just two categories: mouthwash (+18.9 percent) and dental aids (+27.1 percent). Fortunately, the loss rates in the other five categories were modest in proportion: toothpaste and powder (-3.3 percent), toothbrushes (-3.1 percent), breath fresheners (-2.2 percent), denture cleaners (-2.5 percent) and denture adhesives (-1.1 percent). Looking at the full-year trends, there are two of these oral hygiene categories with declines: denture cleaners, showing a loss of 3.1 percent, and denture adhesives, down 1.3 percent.

Out of the 14 categories of proprietary remedies measured by SAMI there were only three with four-week losses: internal analgesics (-8.2 percent), natural vitamins/minerals/supplements (-8.4 percent) and external analgesics (-3.3 percent). Five of these categories had double-digit gain rates for the four-week period: sleeping aids (+16.2 percent), eye care products (+13.9 percent), cold remedies (+12.4 percent) and tranquilizers (+10.1 percent on a tiny volume base).

All four of the cough and cold categories had increased volume. For the first time in several months, there was a plus sign next to the appetite suppressant category, which still has a 15.2 percent loss for the full year. Chest rub volume also showed a four-week increase as compared with losses for both 12 and 52 weeks. Gains of 2.0 percent and 3.5 percent respectively were recorded in the laxatives/stool softeners and synthetic vitamins categories.

Double-digit gainers

The improvement of 4.7 percent for shaving creams was not quite enough to erase the 28-day losses in the other four shaving needs categories and the product group ended up with a loss of 7,000 units. The highest loss rate was 11.4 percent for razors and blades. The only category of shaving needs with an annual rate of gain is shaving creams, which is ahead one-half of one percent. A dearth of important new products in the shaving needs sector is an important reason for the static sales situation that has persisted during recent months.

The product group with continuing double digit gain rates is skin care aids, ahead 11.4 percent for the year, 14.6 percent for the 12 weeks and 12.9 percent during the latest four-week period. For all three time spans, the only category in this product group with a negative trend is facial preparations, which have lost more than two million units in food stores on an annual basis. The strength of hand and body creams/lotions (+22.7 percent) and lip care products helps to keep this product group in the number-one spot in growth rate. ■

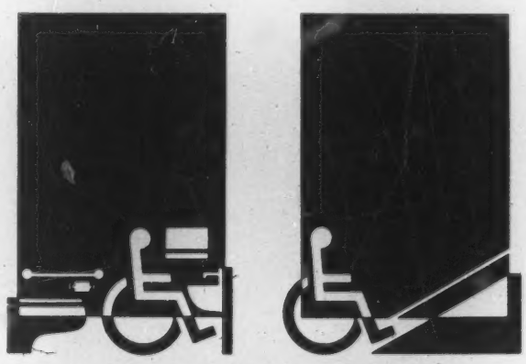
MAGAZINES
30-50%
PROFIT
THE EASY WAY TO SELL MEN'S SOPHISTICATES WITHOUT OFFENDING THE SPECIAL INTEREST GROUPS

Profit Pak —WEST—
CALL JOHN
800-338-3637
800-338-4432 (NO. CALIF.)
415-285-4000

—SOUTH—
800-541-7469
817-274-1975

—NORTH—
Preferred Wholesalers, inc.
800-443-1826
216-681-4111

SEE US AT THE NGA SHOW, BOOTH #1701



The $35,000* Business Tax Deduction For Removing Wheelchair Obstructions

*The Maximum Deduction When You Improve Your Facilities By Eliminating Barriers To The Disabled

For More Information About This Tax Deduction Contact
The Eastern Paralyzed Veterans Association (212) 686-6770
432 Park Avenue South New York, New York 10016

EXECUTIVE MOVES

Associations

Gary Gardner

American Health & Beauty Aids Institute (Chicago, Ill.) Gary Gardner has been elected Chairman; **Fred Luster Sr.** has been elected First Vice Chairman.

National Association of Service Merchandising (Chicago, Ill.) J.T. Anderson was elected Treasurer; **J.D. Erwin** was elected Vice Chairman; **Jay Gellerman** was elected Chairman of the Board of Directors; **Marvin Nadler** was elected Secretary.

Writing Instrument Manufacturers Association (Washington, D.C.) Ray E. Hannah has been elected President.

Manufacturers & Suppliers

Michael Luby

Fuji Photo Film U.S.A. Inc. (Elmsford, N.Y.) Mike Luby has been named National Accounts Manager; **Ronald Dubner** has been appointed National Food and Drug Sales Manager; **Thomas Shay** has been named Director of Corporate Communications; **Lonnie Whelchel** has been appointed National Sales Manager, Special Markets.

Freeman Cosmetic Corp. (Los Angeles, Calif.) Marshal Altman has been appointed Southwestern Regional Sales Manager; **Howard B. Graylin** has been named Western Regional Sales Manager; **Barbara Harris** has been appointed Public Relations Director.

Schering-Plough Corp. (Madison, N.J.) Billy J. Beal has been appointed Senior Director, Field Sales for Key Pharmaceuticals; **Robert F. Caspari, M.D.** has been named Senior Director, International Clinical Research for Schering Research; **Joseph C. Connors** has been appointed Staff Vice President and Deputy General Counsel; **Leonard J. Timpone** has been named Vice President, Research Administration and Personnel for Schering Research; **Gary C. Wilkerson** has been appointed Staff Vice President and Associate General Counsel, Consumer Operations.

Selfix Inc. (Chicago, Ill.) John Collins has been named Western Regional National Sales Manager; **Peter Graves** has been named Manager of Sales Administration; **Carol Rudolph** has resigned as Merchandising Manager; **Richard A. Schmidt** has resigned as Vice President, Marketing and Sales.

WD-40 Co. (San Diego, Calif.) Paul Thompsen has been named Vice President of Sales. ■

SURVEY

Continued from page 60

chandise at Super Fresh (Florence, N.J.) "We use newspapers and color rotogravures to show off coffeemakers."

Perhaps the strongest argument for adding more housewares to the store's mix is the category's contribution to store profits. While housewares contributed an average of only 3.4 percent of sales among respondents, the category contributed an average of 6.6 percent of profits. No fewer than 45 percent of the survey's respondents said housewares contributed between 6.1 and 7.5 percent of their total store profit.

As supermarkets continue to grow in size, housewares, especially now, offer opportunities to get more of the grocery shopper's business, rather than allowing the mass merchant to get it. "That's our goal," says Acker, "just as in health and beauty aids we're trying to prevent the customer from walking next door to the drug store. In many of our locations we're right next to a mass merchandiser as well. Although we can't offer the complete selection that they do, we think we can offer a good variety at good prices." ■

It's time to clean up your act!

That's what we're telling consumers all across the country in 1988. When it's time to clean up, there is only one cleaner they will need. Simple Green. What is Simple Green?

It's a revolutionary all-purpose cleaner and degreaser that is non-toxic, biodegradable and non-abrasive. Best of all, it is concentrated. Only 1 ounce of Simple Green and 16 ounces of water give you all the cleaning power of other pre-mixed all-purpose cleaners.

Most important of all, Simple Green is the leading all-purpose cleaner in the automotive and hardware markets and now it is coming to housewares. In test markets, Simple Green has become one of the most profitable items in less than 90 days.

To achieve this amazing growth rate we provide samples, in-store promotions, newspaper, TV Guide and radio advertising. We tailor our promotions around the customer to provide the best pull through and consumer awareness possible.

Don't be fooled by imitations, the name your customers will ask for is Simple Green. Ask your sales rep for our 1988 advertising and promotional program or give us a call. We'll be glad to show you how to clean up your act!

Booth #N5556 at the National Housewares Manufacturers Show

Sunshine Makers, Inc.
Huntington Harbor, Ca. 92649
800/228-0709 or
213/592-2844